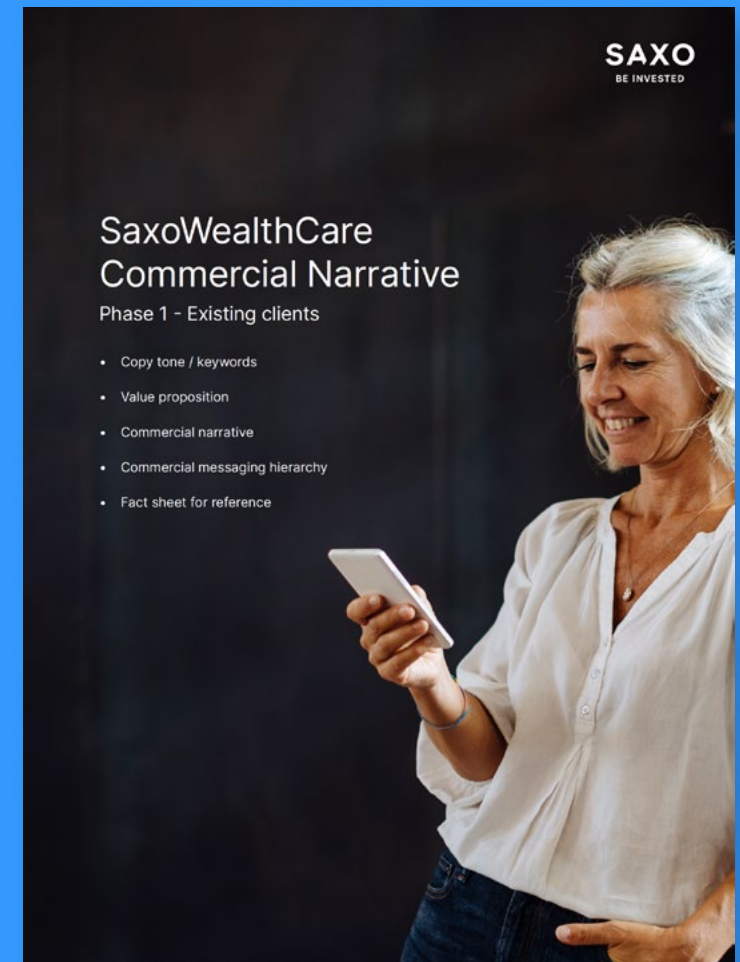


Saxo Investment bank

Saxo Bank needed foundational language guides for five new brand personas. They also had ongoing copy tasks for commercial narratives, value propositions and more.

I worked in-house as a brand copywriter and consultant, collaborating with all internal stakeholders, including strategists.



- Copy tone / keywords
- Value proposition
- Commercial narrative
- Commercial messaging hierarchy
- Fact sheet for reference

Challenge — Understand the complexity of investment banking at Saxo. Then, create distinct persona copy guides aligned with Saxo's TOV. Make the guides accessible throughout the bank.

Solution — Strategically aligned copy guides expressing unique personas. Each with their own instructions, examples, do's and don'ts, and crafted copy prompts for use throughout the bank.

As all content is under NDA, it cannot be shown here. Instead, here are some kind words from **Philip Trampe**, Global Head of Client Communications at Saxo Bank. Thank you Philip. The feeling's mutual.

“Clare quickly engrained herself in our business and developed a comprehensive understanding of our needs and goals. Her final deliverables will serve as a new cornerstone in our communications strategy, and I hope I have the pleasure of working with her again on future projects.”

SAXO
BE INVESTED

Here's what I can write for you.

Conceptual copy

- Develop and execute advertising campaigns (digital, social and physical media), B2C/B2B

Brand copy

- Product naming
- Brand and campaign taglines
- Website / UX copywriting
- Brand platform copy
- E-mails / newsletters / press releases
- Brand ambassador / influencer guides
- White papers / annual reports
- Brochures / catalogues
- Presentation decks
- SEO optimisation
- AEO/LLM optimisation

Foundational copy *

- Brand positioning statements
- Product value propositions
- Commercial narratives
- Persona language guides
- Brand tone of voice guides
- Editorial content strategy

* I'll happily **engineer LLM prompts**

for foundational language guides if they help facilitate better brand writing.

Most copy is, however, still best made by lovely, feeling humans! 🥰

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@gmail.com



I look forward to collaborating with you and making words the hero! 🙌🙌